DOCUMENT RESUME

ED 045 952 AC 010 002

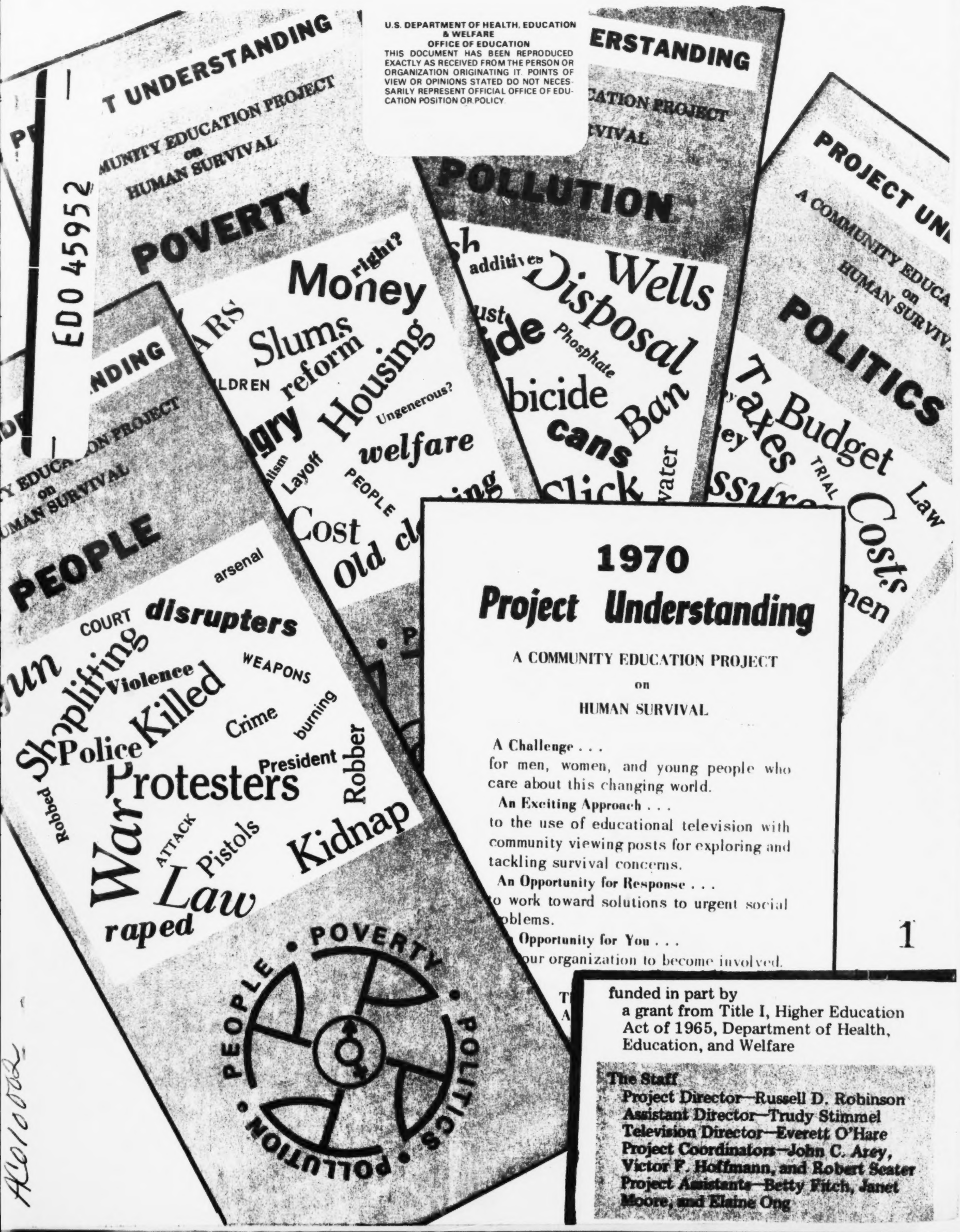
TITLE	1970 Project Understanding: A Community Education Project on Human Survival.
INSTITUTION	Wisconsin Univ., Milwaukee.
PUB DATE	70
NOTE	57p.
EDRS PRICE	EDRS Price MF-$0.65 HC-$3.29
DESCRIPTORS	Changing Attitudes, *Community Education, Economic Disadvantagement, Economic Factors, *Educational Methods, *Educational Television, Groups, Human Resources, Information Dissemination, Instructional Materials, Opinions, Participant Involvement, *Physical Environment, Political Issues, Pollution, Social Action, Social Factors

ABSTRACT

The purposes of Project Understanding were to help participants to: obtain accurate information of human survival issues relating to people, poverty, pollution, and politics; think through the implications of these issues and examine their opinions about them; change their own opinions, attitudes, and behavior; and take effective citizen action. An opinionaire was used. The findings indicate that the multi-media method of television, discussion groups, and study materials is effective in changing expressed opinions about social and political issues. Insofar as the opinionaire was an appropriate measure representative of the content and purpose of the program, the research findings demonstrate that Project Understanding accomplished its purpose to a considerable extent. The tests on the null hypotheses designed to ascertain the representativeness of the experimental group were sustained. The hypotheses that the program series would make no difference in opinions on the various subjects covered were rejected. The fact that there was evidence of opinion change only on those items dealt with directly in the programs and not on the miscellaneous statements adds validity to the study. (Evaluation statistics are included). (NL)

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.

ED045952



1970
Project Understanding

A COMMUNITY EDUCATION PROJECT

on

HUMAN SURVIVAL

A Challenge . . .
for men, women, and young people who care about this changing world.

An Exciting Approach . . .
to the use of educational television with community viewing posts for exploring and tackling survival concerns.

An Opportunity for Response . . .
to work toward solutions to urgent social problems.

An Opportunity for You . . .
to involve your organization to become involved.

1

funded in part by
a grant from Title I, Higher Education Act of 1965, Department of Health, Education, and Welfare

The Staff
Project Director—Russell D. Robinson
Assistant Director—Trudy Stimmel
Television Director—Everett O'Hare
Project Coordinators—John C. Arey, Victor F. Hoffmann, and Robert Seater
Project Assistants—Betty Fitch, Janet Moore, and Elaine Ong

ED045952

PROJECT UNDERSTANDING IS FOR YOU

A two-part television program combined with discussion in local viewing posts and prepared written materials

April 2

Part I SURVIVAL ISSUE: PEOPLE
Acting on the recommendations of the Eisenhower Report on violence

Part II CONSIDERATION AND RESPONSE
Awakening to Our Potential

April 9

Part I SURVIVAL ISSUE: POVERTY
Rooting out the social injustices which breed poverty, hunger, despair, unrest and violence

Part II CONSIDERATION AND RESPONSE:
Opportunity and Justice for All

April 16

Part I SURVIVAL ISSUE: POLLUTION
Attacking the spector of environmental doom

Part II CONSIDERATION AND RESPONSE:
One Life Support System on Spaceship Earth

April 23

Part I SURVIVAL ISSUE: POLITICS
Can and will our social, political and economic systems respond to the challenges before it is too late?

Part II CONSIDERATION AND RESPONSE:
Action Now

Are You Willing to Join With Others
concerned about solving problems of urban life in Milwaukee and its suburbs and neighboring areas?

Are You Willing to Share
your ideas, concerns, and solutions to some of these problems through the use of television and organized community viewing posts?

Then, Participate in Project Understanding
and use the potential for education, information, and action about urban social problems made possible by the use of mass communications media and a network of community viewing posts.

The Approach

Community Viewing Posts consisting of 10 to 15 people gather on April 2, 9, 16, 23 to view and discuss the Project Understanding series. Registered Viewing Posts receive written materials and discussion guides. The evening program is as follows:

7:30 - 8:00 p.m.	Half hour for coffee, getting settled, and reviewing previous week's discussion.
8:00 - 8:30 p.m.	Viewing Part I of a specially prepared TV "Survival Issue" documentary on WMVS, Channel 10.
8:30 - 9:00 p.m.	Following the documentary, television sets are turned off for one-half hour while each Viewing Post discusses the topic.
9:00 - 9:30 p.m.	After the discussion period, television sets are again turned on for Part II, "Consideration and Response," of the TV documentary.
9:30 - 10:00 p.m.	Sets are again turned off for continued discussion and individual and group decisions as to steps to take.

R E P O R T

PROJECT UNDERSTANDING

A Community Education Project

April, 1970

sponsored by

University of Wisconsin-Milwaukee
Department of Educational Administration and Supervision
University Extension
Institute of Human Relations
National Conference of Christians and Jews, Wisconsin Region
Wisconsin-Milwaukee Religious Broadcast Ministry
Milwaukee Area Technical College
WMVS, Channel 10

in cooperation with

other community organizations, churches, schools and colleges

funded in part by

a grant from Title I, Higher Education Act of 1965, Department of Health, Education and Welfare

S T A F F

Project Director
Russell D. Robinson, Ph.D.

Assistant Director
Mrs. Trudy Stimmel

Television Director
Everett O'Hare

Television Producer-Writers
Russell D. Robinson
Robert Seater

Project Coordinators
John C. Arey
Victor F. Hoffmann
Robert Seater

Project Assistants
Mrs. Betty Fitch
Mrs. Janet Moore
Mrs. Elaine Ong

Table of Contents

	Page
I. Description of Project	
Introduction	1
History of Project Understanding	1
Purpose of Project	2
Planning of the Series	3
Promotion and Publicity	3
Preparation of Written Materials for Kits	4
Training of Discussion Moderators	4
Procedure at Viewing Posts	4
Development of the Television Segments	5
Content and Persons Appearing on Program Segments	6
Follow-Up	10
Re-Broadcasts of Series	10
Cost of the Series	11
Financial Report	11
II. Research	
Structuring of Opinionnaire	12
Administration of Opinionnaire	13
Classification of Statements on Opinionnaire	13
Scoring of Opinionnaires	16
Research Hypotheses	17
Null Hypothesis of No Difference Between Experimental and Control Groups on Characteristics of Participants	18
Null Hypothesis of No Difference Between Experimental and Control Groups on Responses to the Pretest	21
Null Hypothesis of No Difference Between Pretest and Posttest Scores of the Experimental Group	23
Null Hypotheses of No Difference Between Pretest and Posttest Scores When the Experimental Group is Broken into Sub-Groupings	24
Summary of Findings and Discussion	26

		Page
III.	Evaluation	
	Characteristics of Participants	27
	Previous Participation	29
	How Learned About Project Understanding	29
	Location of Viewing Posts	29
	Attendance	29
	Effectiveness of Programs	30
	Action Decisions	32
	Program Improvement	33
	Some Comments on Series	34
IV.	Appendix	
	Individuals Serving on Planning and Advisory Committees	37
	Individuals Serving as Viewing Post Hosts and Moderators	40
	Project Understanding Opinionnaire	49

I. DESCRIPTION OF PROJECT

Introduction

Human Survival was the central theme of the 1970 Project Understanding, a community education project combining television programs with participation groups meeting in homes and other locations. This was the second such television series, the first having been conducted in 1969 on the subjects of discrimination and prejudice.

The 1970 series was conducted on Thursday nights, April 2, 9, 16 and 23 on Channel 10. Sponsors were the University of Wisconsin-Milwaukee (Department of Educational Administration), the National Conference of Christians and Jews (Wisconsin Region), the Wisconsin-Milwaukee Religious Broadcast Ministry, University Extension (Institute of Human Relations), WMVS Channel 10, along with a host of other community organizations, churches, colleges, and groups that spearheaded the organization of viewing posts.

The project was made possible by a $10,000 grant from Title I of the Higher Education Act, Department of Health, Education and Welfare. The sponsors contributed an additional $20,000 toward the total cost of $30,000 for the series.

More than 4,000 persons formally enrolled in the series as members of officially registered viewing posts. Posts were organized in more than 200 locations including homes, churches, convents, schools, libraries, and other meeting places. They were located in 61 different postal zones in eight counties. Two-thirds of the posts were in Milwaukee County. One-half of the Milwaukee County posts were in the city of Milwaukee. Eighty percent of the participants in this year's television series had not participated last year.

Additional thousands of viewers (estimated at 100,000) saw the series but did not formally enroll in a viewing post.

History of Project Understanding

Project Understanding is a continuation and expansion of a program initiated in the Milwaukee area in September, 1965, sponsored by the National Conference of Christians and Jews and other groups. The programs as originally conceived, consisted of a series of workshops (4 to 6 sessions) including informational presentations and small group discussion. Topics related to problems of prejudice and discrimination. Nineteen separate series of workshops were held in churches and schools in Milwaukee and the surrounding area. More than 4,000 persons were involved in these programs.

In 1969, the series was developed for television under a $5,977 grant from Title I. This amount was supplemented by more than $13,000 from the sponsoring groups. More than 4,000 persons in some 300 viewing posts participated in this first month-long, four-part telecast Project Understanding in March, 1969, a program hailed locally and nationally for its effective use of television.

The director of the series, Russell D. Robinson, was given a Public Service Award for "distinguished service to the community through broadcasting" by WTMJ-TV.

The televised series was an effort to extend the scope and impact of the Project and to reach new audiences, with previous participants taking leadership in organizing viewing posts. That the goal of outreach was achieved was indicated by the fact that 78% of those enrolling in the 1969 television series had not previously participated in Project Understanding.

The 1970 television project was built on the 1969 series, again with previous participants taking the leadership in organizing groups. The current series continued to examine major social problems and human survival issues and focus attention on courses of action open to concerned citizens. More than 10,000 different persons have been involved in Project Understanding since its inception, including participants in the 1970 television series.

Purpose of Project

Television is a force for community education. It is often an uncertain force and ineffective, primarily because so rarely is there opportunity for people to interact with other viewers. Television is seen as an entertainment medium and its educational potential is little used, even by educational stations.

The televised versions of Project Understanding demonstrate the power of television as an educative force when combined with organized viewing posts, specially prepared written materials and trained discussion leaders. This multimedia appreach has been demonstrated before, but continues to be little used.

The purposes of the 1970 Project Understanding may be summarized as follows: To help each participant to

(1) obtain accurate information on human survival issues relating to people, poverty, pollution and politics;

(2) think through the implications of these issues and examine his own opinions about them;

(3) change his own opinions, attitudes and behavior as it relates to these issues; and

(4) take more effective citizen action in bringing about improvement in his own community.

The television programs and written materials were designed to achieve the first objective. The viewing post discussions with the added input of the televised discussion group focused on the second objective. The viewing post discussion groups dealt with objectives three and four.

Previous experience with workshops and the prior television series indicated that changes in opinions and behavior did in fact result from participating in the series. This was amply demonstrated again.

Planning of the Series

More than 40 persons were involved in the planning and development of the television series. Two meetings of the overall planning committee were held in December and one meeting in January. Those participating in the planning included community leaders, businessmen, educators, blacks, whites, previous Project Understanding participants, clergy, housewives. At the first two meetings, the human survival theme was selected and four area topics: people, poverty, pollution, and politics were identified. Brochures were then prepared by a subcommittee. Fifty thousand brochures were printed (later an additional 30,000 were printed). The third meeting of the overall planning committee concerned itself with distribution of brochures, arrangements for contacting various groups about organizing viewing posts, and general promotional problems. Various members of the committee volunteered to spearhead activity in certain geographic areas and/or with certain organizations.

The committee as a whole did not meet again, but telephone contact was maintained. The organization of viewing posts may largely be attributed to these persons. This entire operation was coordinated by Trudy Stimmel at the NCCJ office.

Promotion and Publicity

Promotion of the series was to be achieved through two means: (1) distribution of brochures with supportive letters from various organizations to be arranged by the overall planning committee; and (2) a coordinated emphasis in various mass media: newspapers, radio and television.

To launch the latter a press conference breakfast was held in mid-February to which representatives of all radio and television stations and the daily newspapers were invited. The idea was that various media emphasize the same topics by various features to coincide with Project Understanding. Though the dream of a coordinated mass media approach was not realized, several related programs were arranged:

WISN - "What's New" with Charlie Hanson (interview with Robinson and Seater)

WTMJ - "Your Community" (interview with Robinson)

Channel 4 - Ed Allen "Hotline " (interview with Arey)

Channel 6 - Carol Colby news feature (four interviews over a 4-week period with Taylor, Pazik, Cook and Robinson)

WTMJ - Conference call, a nightime telephone call-in show on Mondays featured Project Understanding topics 10:30 to 11:30 p.m. for four weeks

The Milwaukee Sentinel carried one story on the series, a short story following the press conference. The Milwaukee Journal carried an even shorter story (2½ inch) three days earlier. No further news stories appeared in either the Journal or Sentinel despite five news releases sent from the UWM News Service in March and April. In contrast, last year several Journal and Sentinel articles appeared, apparently because the idea of television and viewing groups was new. By arrangement with the city editor of The Milwaukee Journal, four feature articles did appear in the Sunday Accent section based on the written materials provided Project Understanding participants. But because news stories did not appear on the television page as was the case the previous year, many persons remained unaware of the programs. The weekly papers also generally gave less attention to this year's series than to last.

Preparation of Written Materials for Kits

Four ten-page fold-out pamphlets were prepared in February, one for each of the Project Understanding topics. These were distributed to the Viewing Posts so that each participant had one. Each pamphlet contained a five-page essay on the "survival issue," a series of discussion questions under the title "consideration and response," a list and description of films on the subject and where they could be obtained, a list of related books for adults and for children and youth, and several addresses of agencies from which further information on the topic could be obtained.

Two graduate assistants did the research in the preparation of these materials.

Detailed instructions were also prepared for each viewing post host and discussion moderator, and these were also included in the kits along with a supply of the pamphlets.

Training of Discussion Moderators

Training sessions for Discussion Moderators were repeated at four different times to maximize the convenience of those attenting. Almost 150 attended a training session (including hosts as well as moderators). At the session the program purposes were explained by the project director. After being coached on techniques of "moderating" a discussion without "leading" it, the discussion moderators themselves participated in a discussion experience similar to that which they were expected to conduct using the same written materials and questions their groups would be using.

Procedure at Viewing Posts

Viewing posts consisted of ten to twenty-five people. Seventy-three per cent (compared to 78% last year) of the posts were located in homes with the remainder located in churches, convents, schools, libraries, colleges, and other public locations.

Several schools used the programs as regular assignments for pupils in social studies. One school video-taped the entire series and used it in classes later. Several resident facilities participated in the programs including home for resocialization of young people who have run afoul of the law.

Participants arrived at the viewing posts at 7:30 p.m. with time to get acquainted, get settled, exchange comments on the previous week, etc., before viewing the program.

At 8:00 p.m. the television set was turned on to view a half-hour documentary, after which the set was turned off.

The group then discussed the content of the program along with the writtend materials for one-half hour.

At 9:00 the set was again turned on to view a group in the television studio discussing the same issues for one-half hour.

At 9:30 the set was again turned off and the local viewing post resumed its discussion with the added inputs from the television panel. This discussion was to conclude at 10:00, but many groups went well beyond that time.

Development of the Television Segments

A television program committee (Robinson, Seater, Arey, Hoffmann, and O'Hare) was formed for the purpose of developing the television segments. This group began meeting in mid-January and continued at least once weekly until the series was completed.

To assist the committee in determining content and format, four advisory panels were named of 12 persons each. Each panel met with the program committee in early February. The panels included acknowledged experts in the different areas. Their suggestions were most helpful in program development. Some of these persons later appeared on the television shows. The panels only met as a group once, but many of the persons were later contacted for further assistance.

In the 1969 series, the programs had been telecast live and centered around panels of three persons for each program, with segments from selected films to highlight points.

This year it was determined that the programs would not be broadcast live, but taped ahead. This would allow for tightly editing the content of the programs, and, the committee reasoned, should increase their effectiveness.

This general format was adopted for the program segments:

Part I

1. An eye-catching, ear-catching opener to stimulate interest
2. Introductory remarks by the program moderator (Robinson)
3. A 20 minute segment of filmed interviews with connecting narration (read by John Owen of Channel 10)
4. Summary statement of the filmed interview segment (Owen)
5. Closing remarks by the program moderator and raising of issues to be discussed

Part II

1. Opening statement by the program moderator (Robinson)
2. Discussion of the issues by a group of eight persons in a living-room setting.
3. Closing remarks of the program moderator.

Continuity for the programs was written by Robinson and Seater, and closely followed the written pamphlets previously prepared for the series. Arrangements for the filmed interviews in shopping centers and inner-city agencies were made by Arey and Hoffmann. Arrangements for the panelists were made by Arey.

Four half-days (12 hours) were spent filming 55 interviews. These included "men on the street" (those who happened to be at that place at that time), and a number of persons who were knowledgeable on the issues who were asked to appear for interviews.

The production of the shows turned out to be exceedingly time consuming. At least one hour was spent in production for each minute of program! This included the laborious viewing of films that had been shot, transfering the sound to audio tape, cutting and arranging the interviews, using audio tape, writing continuity, providing precise instructions for editing the film, timing and producing a detailed script, etc. The final film editing for each show wasdone by O'Hare at Channel 10 following the preliminary 12-15 hours of intensive work by Robinson and Seater.

The video-taping of the shows was the responsibility of O'Hare and required split second timing to bring together film, live segments and parts from prior video tapes. An average of three hours was required for taping each 30 minute segment.

The second segment panels also required editing. About 50 minutes of panel discussion was obtained on video tape and audio tape. On the basis of the audio-tape, 25 minutes was selected for airing, editing out irrelevant or less useful comments and keeping the "meat" of the discussion.

It was apparent early in the production of the programs that the rigors of producing 240 minutes of edited television programming with little professional help from station personnel was almost too much for the volunteers on the program committee who each continued full-time jobs in addition to the many hours spent in program production. Simply inviting panels and broadcasting live as was done with the 1969 series was inordinately easier!

Content and Persons Appearing on Program Segments

APRIL 2

Part I - Survival Issue: People

1. Opening scenes of sirens, police, rioting and confusion.

2. Introductory comments by Moderator, Russell D. Robinson, tracing the background of violence in this country which led to the appointment of the Eisenhower Commission.

3. John Owen introduced the filmed interviews, "We talked to many people...." Among those interviewed:
-Rev. Kenneth Bowen, Fire and Police Commission
-James Lippert, county supervisor, 7th district
-Fr. John Maurice, Council for Spanish Speaking
-Corneff Taylor, Milwaukee Urban League
-Dr. Paul Ehrlich, author of "The Population Bomb"
-Others interviewed included blacks, whites, inner-city, suburbanites, etc.:
Willie Holloway, Robert Creasy, Mrs. Linda Schrubbe, Mr. & Mrs. Frank Alexander, Tom Higgins, Gerald Wallace, Rev. Charles Talbert, Peter Stormonth, Cordell Willis, Rev. Richard Kirkendoll, J. V. Kelley, and Mr. and Mrs. Walter Chossek, representing quite varying points of view.

4. A summary of the Eisnehower Report recommendations-John Owen

5. Closing statement and film clip emphasizing the Report's prediction of the future if presetn trends continue and raising urgent questions to be faced by citizens - Robinson.

Part II - Consideration and Response: Awakening to Our Potential

1. Opening statement by Robinson summarizing the findings of the Eisanhower Report.

2. Panel discussion in living-room setting by
-Dr. Victor Hoffman, Institute of Human Relations
-Lallo Valdez, LaQuardia Messénger
-Daniel Burrell, Center ofor Afro-American Culture, UWM
- William Bowman, Attorney-at-law
-George Kelling, School of Social Welfare, UWM
-E. Michael McCann, District Attorney
-Chief John Howard, Wauwatosa Police Chief
-Richard Green, Commando Project I

3. Closing statement by Robinson again emphasizing urgency of dealing with the challenges of crime and violence.

APRIL 9

Part I - Survival Issue: Poverty

1. Opening scenes of poverty with voices describing what its like to be poor in the city.

2. Introductory comments by Robinson, providing background information on the scope of poverty in America.

3. John Owen introduced filmed interviews including:
   -George Pazik, Northtown Planning and Development Council
   -Woodrow Thompson, Opportunities Industrialization Center
   -Monroe Swan, Concentrated Employment Program
   -Emile Jarreau, Jr., Northside Citizen Neighborhood Conservation Corporation
   -Leslie Johnson, Northside Community Credit Union
   -Gene Robertson, Community Relations-Social Development Commission
   -William Allen, Financial and Debt Counseling Service
   -Edward Seaver, Southside Inner-City Development Project
   -Others included blacks, whites, welfare recipients, poor, suburbanites:
   Mrs. Helen Dubose, Mrs. Margie Garcia, Mrs. Clementina Castro, Mrs. Amparo Torres, Mrs. Marcia Satter, Mrs. Donna Runke, Ronald Oliver, Tom Higgins, and Mr. & Mrs. Walter Chossek, representing many points of view about poverty.

4. Summary statement by Owen (with film) on the nature of poverty and the costs and problems of the system of welfare.

5. Closing statement by Robinson emphasizing the urgent need for welfare reform.

Part II - Consideration and Response: Opportunity and Justice For All

1. Opening statement by Robinson reaffirming the need to deal with poverty.

2. Panel discussion in living-room setting by
   -George Pazik, Northtown Planning & Development Council
   -Mrs. Adrienne Davis, Opportunities Industrialization Center
   -Robert Durkin, Milwaukee County Labor Council
   -Hollis Stewart, Spanish Center
   -Salvador Sanchez, United Migrant Opportunities Center
   -Dr. John Dowling, Marquette University
   -Donald Sykes, Community Relations-Social Development Commission

3. Closing statement by Robinson emphasizing the urgent need to rid America of the disgrace of poverty in the midst of affluence.

APRIL 16

Part I - Survival Issue: Pollution

1. Opening scenes showing pollution with the Tom Lehrer song "Pollution" providing background.

2. Introductory statement by Robinson on the need to develop a spaceship concept of ecology in order to avert environmental doom.

3. John Owen introduced filmed interviews including:
   -Dr. Paul Ehrlich, author of "The Population Bomb"
   -Senator Edmund Muskie
   -Senator William Proxmire
   -Others included youth, housewives, business men, teachers, blacks, whites, etc.:
   Daniel Fendler, Miss Karen Lieski, Don Blackwell, J. Thomas Kelly III, Mrs. Clem Lehnen, Mrs. Alice E. Fins, Josh Anderson, Joni Buczynski, James E. Abshire, Thomas D. Collova, Dean Orshak, Mrs. S. Rapport, Sister Michelle, Major Maclin, Franz R. Braun, A. L. Jacobs, and Miss Sharon Christopher, all of whom were interviewed at Wisconsin and Plankinton and expressed their concern about pollution.

4. Summary statement by Owan on the urgency of the situation and the need to reexamine our basic beliefs and values in order to deal with pollution.

5. Closing statement by Robinson emphasizing the urgency of acting now to save spaceship earth.

Part II - Consideration and Response: Spaceship Earth

1. Opening statement by Robinson summarizing the facts of pollution.

2. Panel discussion in living-room setting by
   -Stephen Ballou, UWM Botany department
   -Fred Rehm, county air pollution control department
   -Fred Tabak, Wisconsin Electric Power Company
   -Mrs. Marcy Jaskulski, Coalition for Clean Air
   -Lawrence Giese, Environmental Teach-In
   -John Hoek, Environmental Teach-In
   -David Cook, Environmental Teach-In

3. Closing statement by Robinson emphasizing that earth is like a spaceship and the urgent need to transform our way of life.

APRIL 23

Part I - Survival Issue: Politics

1. Opening scenes of political convention showing delegates at work and play.

2. Introductory statement by Robinson reviewing the human survival issues of previous programs and indicating that answers lie in politics.

3. John Owen introduced a succession of persons who had appeared on previous programs but who now focus on political issues. Among them:
-Lallo Valdez, LaGuardian newspaper
-Dr. John Dowling, Marquette University
-Mrs. Adrienne Davis, Opportunities Industrialization Center
-George Pazik, Northtown Planning & Development Council
-George Kellin, UWM Social Welfare
-William Bowman, attorney-at-law
-Dr. Victor Hoffmann, Institute of Human Relations, UWM
-Daniel Burrell, Center for Afro-American Culture, UWM
-E. Michael McCann, district attorney
-Robert Durkin, Milwaukee County Labor Council
-Hollis Stewart, Spanish Center
-Donald Sykes, Community Relations-Social Development Commission
-Saul Burstein, Wisconsin Electric Power Company
-Mrs. Marcy Jaskulski, Coalition for Clean Air
-David Cook, Environmental Teach-In
-John Hoek, Environmental Teach-In
-Monroe Swan, Concentrated Employment Program
-Edward Seaver, Southside Inner City Development Project
-Corneff Taylor, Milwaukee Urban League
-Others
Much of this segment included several of the above in lively discussion with each other on the political implications of their stands.

4. Summary statement by Owen on the need to act now.

5. Closing statement by Robinson on the need for each citizen to participate in reforming the political and other institutions of society.

Follow-Up

Forty persons who served as viewing post hosts or discussion moderators attended a follow-up meeting on May 24, for discussion of their reactions to the program, impressions of the response of their groups, and general attitudes about future directions. Their comments corroborated the written comments which are summarized in the Evaluation section of this report. Half of the group reported activity being carried on as a direct result of Project Understanding. Several groups continued to meet after the close of the series.

Re-Broadcasts of Series

The entire Project Understanding television series was retelecast on Channel 36 during the month of April. At least three groups spontaneously formed around the rebroadcast. This also gave an opportunity for those who had participated in the March series to view any programs that they had missed..The entire series was re-run again in November by Channel 36.

The state radio network broadcast the entire series over the FM network that covers the entire state of Wisconsin and two AM stations. The series for radio was broadcast in eight half-hour segments over an eight-week period in July, August and September. Pamphlets were made available to the entire state listening audience on request through WHA, Madison.

Cost of the Series

It would be impossible to accurately estimate the value of the hundreds of hours countless volunteers contributed to make Project Understanding possible. Nor was any record made of the amount various cooperating groups and organizations contributed in promotion of the programs, in mailing brochures to their lists, postage, time, etc.

The cost was almost $30,000.00

The sources of funds were as follows:

$ 10,000	Title I Grant
5,347	National Conference of Christians and Jews
4,300	WMVS Channel 10
3,048	University of Wisconsin-Milwaukee (Dept. of Educational Administration and Supervision)
1,000	University Extension (Institute of Human Relations)
1,000	Wisconsin-Milwaukee Religious Broadcast Ministry
5,290	Indirect cost to sponsors
$ 29,985	Total

FINANCIAL REPORT

Personnel	Title I	Other Funds	Source
Project Director	416.75	2918.00	UWM
Assistant Director		2464.00	NCCJ
Project Coordinator I		2700.00	NCCS
Project Coordinator II		700.00	UE
Project Coordinator III		1000.00	WMRVM
Project Assistant I	706.50		
Project Assistant II	706.50		
Project Assistant III	706.50		
Secretary I		100.00	UWM
Secretary II		100.00	NCCJ
Supplies and Services			
Educational Pamphlets	1659.15		
Promotional Brochures	992.43		
Secretarial Supplies	588.58		
Duplicating & Misc.	534.60		
Postage & United Parcel	652.15		
Telephone (273-6746)		50.00	NCCJ
Telephone (228-4995)		30.00	UWM
Meeting Room Charges		33.00	NCCJ
20 hours motion picture film editing		200.00	WMVS
30 hours motion picture editing		600.00	WMVS
Seventy video tape edits		700.00	WMVS
32 hours production time		2800.00	WMVS
8 half-hour video tapes	880.00		
Recording & Playback of Programs	480.00		
3,000 feet color film	600.00		
1,500 feet color film		300.00	UE
TV facility charges	140.00		
Audio Tape Recording	60.00		
Indirect Costs	876.84	5290.00	
	$ 10,000.00	$19,985.00	

II. RESEARCH

The impact of Project Understanding was researched by administering a pretest and posttest opinionnaire to participants in a random stratified sampling of viewing posts (one post randomly selected from each of 22 randomly selected zipcode areas). Twenty-two viewing posts were selected for study. Complete and useable data (both pretest and posttest) were obtained from 104 participants. These constituted the "experimental group."

Incomplete data (pretest or posttest only) were obtained from 256 participants (177 pretest only; 79 posttest only). A random selection of 104 participants was made from the 177 from whom pretest-only-data were available and this so-called "control group" was compared to the "experimental group" to ascertain whether participants in the experimental group (from whom were obtained both pre- and posttest data) were representative of the larger group.

Structuring of Opinionnaire

An opinionnaire with 42 opinion statements were constructed to attempt to measure whether the first three of the four objectives of the televized Project Understanding had been achieved. The objectives set forth were as follows: To help each participant to

(1) obtain accurate information on human survival issues relating to people, poverty, pollution and politics;

(2) think through the implications of these issues and examine his own opinions about them;

(3) change his own opinions, attitudes and behavior as it relates to these issues; and

(4) take more effective citizen action in bringing about improvement in his own community.

Evidence of accomplishment of the fourth objective and the part of objective three which relates to behavior was not a part of this study.

Sixty statements of opinion were drawn up based on the written television materials as these were being developed. From these, forty statements were selected to be used in structuring a preliminary opinionnaire consisting of 10 statements dealing with opinions in regard to each of the four program topics of people, poverty, pollution and politics, respectively.

To these 40 statements were added twenty additional miscellaneous opinion statements not necessarily relevant to the issues being studied and which were to be discounted in the scoring. The preliminary opinionnaire thus constructed was administered to 42 persons, all adult graduate students ranging in age from 25 to 55, in three university classes. On the basis of an analysis of these responses two statements were eliminated in each topical category and some of the eight remaining statements were modified or revised. Statements receiving virtually 100 per cent positive response were eliminated. Statements about which therewas too much ambiguity were changed. Ten of the miscellaneous opinion statements were also retained or revised for the final opinionnaire, making a total of 42 opinion statements in the final instrument administered to the study sample. A copy of the final instrument is in the appendix.

Administration of Opinionnaire

The opinionnaires were administered to the sample of viewing posts by graduate students who had been given instructions in procedure. All persons at the viewing post were given the pretest before the first program came on the air. The graduate students took the completed opinionnaires with them.

The posttest was likewise administered by the same graduate students immediately following the final television program.

Classification of Statements on Opinionnaire

The opinionnaire sought expression of opinion on 42 statements which for scoring purposes were regrouped into various categories as follows:

People

1. The rate of violent crime in the United States is probably no greater than any other country per unit of population.

*6. America has always been a relatively violent nation.

11. The violence of recent years in the United States is in stark contrast to the earlier history of our country.

16. Following the Kerner Commission Report on civil disorders in 1968, many new policies and programs were initiated and improvements made in the "inner city."

21. What we really need to do in order to combat crime is to crack down with greater law and order.

*26. The history of the labor-union movement in this country was just as violent as today's civil rights protests.

---

* indicates statements for which a positive response was "desireable." All others called for a negative response.

31. The rate of violent crime in large cities is probably no higher than in small towns and rural areas when size of population is considered.

36. Trends indicate that the greatest population growth will be in areas other than the cities since there is more room for expansion in outlying areas.

Poverty

* 2. More poor people in the United States are white than black, Spanish-speaking, and American Indian put together.

7. Today a person can get a good job if he has an education no matter what color his skin.

12. Most of the poor people in the United States are black, Spanish-speaking or American Indian.

17. Very few people who are employed full time live in poverty.

*22. A family of four on AFDC (aid to families with dependent children) in Milwaukee receives less per year than the U. S. Dept. of Labor estimates a family of four needs to exist in the U. S.

27. There may be poor people in America but at least they don't starve.

32. Black workers with at least one year of college are no more likely to be unemployed than white workers with equivalent education.

37. Most people living in poverty could change their lives if they would just go out, get a good job, and fix up their homes.

Pollution

3. Air and water pollution is primarily a big city problem and rural areas have little to worry about.

8. Scientists predict that technology will be able to solve nearly all of the air and water pollution problems within the next few years.

*13. Industry is not mainly responsible for pollution; the average citizen has much to do with causing the problem.

*18. There is no area left in the United States without air pollution.

23. So far, there has been no indication that air and water pollution have actually contributed to disease and deaths.

28. Thank goodness, there are still rural areas in the United States where there is no air pollution.

*33. Birth control and pollution cannot be treated as separate issues but must be considered together.

*38. Even with modern land-fill methods and incineration, disposal of solid wastes (garbage, trash, tires, automobiles), is a major problem.

Politics

4. Urban problems are really not the concern of the rest of the state of Wisconsin. Milwaukee and other cities should solve their own problems.

*9. Most of us belong to several political pressure groups without realizing it.

14. There is really not much an average citizen can do since most politicians won't pay attention to what the average person wants.

19. One reason that taxes are so high in the city of Milwaukee is that city residents have many more and better services than residents of the suburbs.

24. The average citizen does not belong to organized groups that could bring effective political pressure to bear on government.

*29. Duplication of services in metropolitan areas leads to fragmentation and ineffectiveness of governing agencies.

34. Property taxes go mainly for property-linked services (streets, sanitation, police protection, etc.)

39. Most of the taxes raised in the cities go to support city government with lesser amounts going to support state and federal governments.

Miscellaneous Opinion Statements

5. A man who does not believe in some great cause has not really lived.

10. When a person devotes himself to an ideal or cause, life becomes meaningful.

15. Of all the different philosophies which exist in this world there is probably only one which is correct.

20. A person who gets enthusiastic about too many causes is likely to be a pretty "wishy-washy" sort of person.

25. To compromise with our political opponents is dangerous because it usually leads to the betrayal of our own side.

30. When it comes to differences of opinion in politics we must be careful not to compromise with those who believe differently from the way we do.

35. In times like these, a person must be pretty selfish if he considers primarily his own happiness.

40. In this complicated world of ours the only way we can know what is going on is to rely upon leaders or experts who can be trusted.

41. Even though freedom of speech for all groups is a worthwhile goal, it is unfortunately necessary at times to restrict the freedom of certain political groups.

42. Unfortunately, a good many people with whom I have discussed important social and political problems don't really understand what's going on.

Scoring of Opinionnaires

The following instructions were given to the respondents:

"The following is a survey of your opinions about a number of social and political questions. There are many different answers. The answer to each statement below is your personal opinion. You may find yourself agreeing strongly about some statements, disagreeing just as strongly about others, and perhaps uncertain about others. Whether you agree or disagree you may be sure that many people feel the same as you do.

"Please mark each statement according to how much you agree or disagree with it. Please mark every one. Write a +1, +2, +3, or -1, -2, -3, depending on how you feel in each case. Read every item carefully and respond as to how you feel about the statement."

+1	I agree a little	-I	I disagree a little
+2	I agree on the whole	-2	I disagree on the whole
+3	I agree very much	-3	I disagree very much

Responses were scored by adding +4 to every response. For most statements a low scoring response (disagree) was considered more desireable. For questions 2, 6, 9, 13, 18, 22, 26, 29, 33, and 38, a positive (agree) response was more desireable, and thus in scoring these answers were reversed so that all scoring responses were negative. Thus the lower the final score, the more favorable were the opinions in line with the purposes of the Project Understanding series.

The range of possible scores on each subject category was 8.0 to 56.0, and for the combined four categories a range of 32.0 to 224.0. The possible range of scores for the miscellaneous statements was 10.0 to 70.0.

Research Hypotheses

For the purposes of this study eight null hypotheses were formulated.

A. To test the representativeness of the experimental group:

1. There is no significant difference between the experimental group and "control group" in terms of demographic characteristics
   a) political views
   b) political affiliation
   c) religion
   d) education
   e) age
   f) family income
   g) sex

2. There is no significant difference between the experimental group and the control group in pre-test responses for
   a) people
   b) poverty
   c) pollution
   d) politics
   e) combined scores of the above
   f) miscellaneous items

B. To test whether differences occured in the opinions expressed in the pretest and the posttest in the experimental group.

3. There is no significant difference between pretest and post-test scores of the experimental group, in opinions expressed on the separate survival issues of people, poverty, pollution and politics.

4. There is no significant difference between the pretest and post-test scores of the experimental group in the combined expressed opinions in regard to people, poverty, pollution and politics.

C. To test changes in responses on miscellaneous opinion statements not dealt with directly on the programs.

5. There is no significant difference between the pretest and post-test scores of the experimental group in regard to expressed opinions of miscellaneous statements.

D. To test whether there is any difference between pretest and posttest when the experimental group is divided into sub-groups.

6. There is no significant difference between the pretest and posttest scores in the combined expressed opinions in regard to people, poverty, pollution and politics when responses are compared on the basis of
   a) political affiliation
   b) religion
   c) education
   d) age
   e) family income
   f) sex
   g) geographic location

Null Hypothesis of No Difference Between Experimental and Control Groups on Characteristics of Participants

Data were obtained as to the participants' political views, political affiliation, religion, education, age, family income and sex. The tables below show the distribution of both the experimental group and control group on these variables. A chi-square test of significance confirmed the null hypothesis on all variables except those of education and age. (See Tables IV and V). The differences in these variables suggest that those with less education tended to drop out during the series so complete data (both pre-and posttest could not be obtained, and that those 25 and younger were also more likely not to complete the series. A Chi-square was considered significant for rejection of the null hypothesis at the .05 level.

Tebles I, II, III, IV, V, VI, VII show the results.

TABLE I. POLITICAL VIEWS

Political Views	Experimental Group	Control Group	Totals
Very liberal	15	21	36
Somewhat liberal	39	37	76
Moderate	30	32	62
Somewhat conservative	19	13	32
Very conservative	1	1	2
Totals	104	104	208

Chi-square = 2.24 (4 df)

TABLE II. POLITICAL AFFILIATION

Political Affiliation	Experimental Group	Control Group	Total
Republican	16	21	37
Democrat	32	31	63
Independent	52	40	92
Other	4	12	16
Totals	104	104	208

Chi-Square= 6.26 (3df)

TABLE III. RELIGION

Religion	Experimental Group	Control Group	Total
Catholic	51	37	88
Jew	4	2	6
Protestant	42	52	94
Other	7	13	20
Totals	104	104	208

Chi-square = 5.76 (3 df)

TABLE IV. EDUCATION

Education	Experimental Group	Control Group	Total
College Graduate	53	35	88
Some College	31	27	58
Some High School	14	26	40
No High School	2	1	3
Totals	104	104	208

Chi-square = 14.26 * (4 df)
* Significant at .01 level

TABLE V. AGE

Age	Experimental Group	Control Group	Totals
25 & Under	17	33	50
26-35	47	27	74
36-45	17	22	39
46-55	11	14	25
56 and over	12	8	20
Totals	104	104	208

Chi-square = 12.33 * (4 df)
*Significant at .05 level

TABLE VI. FAMILY INCOME

Family Income	Experimental Group	Control Group	Totals
Under $5,000	11	17	28
5,001-10,000	23	29	52
10,001-15,000	51	37	88
15,001 and over	19	21	40
Totals	104	104	208

Chi-square = 4.31 (3 df)

TABLE VII. SEX

Sex	Experimental Group	Control Group	Totals
Male	38	47	85
Female	66	57	123
Totals	104	104	208

Chi-square + 1.27 (1 df)

On the basis of the foregoing data, one may draw the following profile of the typical Project Understanding participant: The participant was more likely to be a female between the ages of 26-35 with family income of over $10,000. She was probably a college graduate, or at least had some college. She was about as likely to be Protestant as Catholic. She was more likely to be a political independent or a Democrat than a Republican and was much more likely to consider herself a liberal or moderate than a conservative.

Null Hypothesis of No Difference Between Experimental and Control Groups on Responses to the Pretest

Pretest data had been obtained from a sizeable number of persons for whom posttest data were not available because the persons were not present at their viewing post at the final meeting when the postest was administered. A logical question was whether pre-test responses differed significantly between the two groups: The Experimental Group and the others considered as a "Control."

Separate comparisons were made for each subject matter category and for the four combined. Also a comparison was made on the miscellaneous statements. An analysis of variance was made and an F-ratio obtained. As the following tables indicate, no statistical significance was found and on this basis the null hypotheses were sustained. The responses on the pretest for the Control group were not significantly different from those of the Experimental Group as indicated in Tables VIII, IX, X, XI, XII, XIII.

TABLE VIII. Analysis of Variance
Between Experimental and Control on "People" Pretest

Source of variation	df	Sum of Squares	Mean Squares	F-ratio
Between Groups	1	98.31	98.3	
Within Groups	206	11795.60	57.3	
Total	207	11893.91		1.717

TABLE IX. Analysis of Variance
Between Experimental and Control on "Poverty" Pretest

Source of variation	df	Sum of Squares	Mean Squares	F-ratio
Between Groups	1	.57	.57	
Within Groups	206	11731.42	56.94	
Total	207	11731.99		.010

TABLE X. Analysis of Variance
Between Experimental and Control on "Pollution" Pretest

Source of Variation	df	Sum of Squares	Mean Squares	F-ratio
Between Groups	1	3.00	3.00	
Within Groups	206	10517.18	51.05	
Total	207	10520.18		.809

TABLE XI. Analysis of Variance
Between Experimental and Control in "Politics" Pretest

Source of Variation	df	Sum of Squares	Mean Squares	F-ratio
Between Groups	1	58.17	58.17	
Within Groups	206	9459.81	45.92	
Total	207	9517.98		1.267

TABLE XII. Analysis of Variance
Between Experimental and Control on Total
of Four Variables: People, Poverty, Pollution, Politics Pretest

Source of Variation	df	Sum of Squares	Mean Squares	F-ratio
Between Groups	1	274.58	274.57	
Within Groups	206	103217.40		
Total	207	103491.98		.460

TABLE XIII. Analysis of Variance
Between Experimental and Control on Miscellaneous
Statements in Pre-test

Source of Variation	df	Sum of Squares	Mean Squares	F-ratio
Between Groups	1	90.23	90.23	
Within Groups	206	13326.45	64.69	
Total	207	13416.68		1.395

Null Hypotheses of No Difference Between Pretest and Posttest Scores of the Experimental Group

Null hypotheses three and four were rejected. Table XIVindicates that on each separate program category and on the combined categories a significant mean difference was obtained by applying a t-test for correlated data. Expressed opinions about people, poverty, pollution, and politics, as measured by the instrument, were changed as a result of the television-discussion group series.

Null hypothesis five, however, was sustained. There was no significant change of opinion in relation to the miscellaneous statements. This fact would tend to strengthen the importance of the significant change in the categories in which attempts to change were made.

TABLE XIV. Significance of Difference Between Pretest and Posttest Scores of Opinions in Experimental Group

Category	Pretest Mean	Pretest SD	Posttest Mean	Posttest SD	Mean Difference	t-score
People	23.38	7.245	19.46	7.613	3.923	6.240*
Poverty	24.07	7.203	18.91	7.686	5.154	7.636*
Pollution	22.18	6.677	18.49	7.090	3.692	5.867*
Politics	23.71	6.721	21.71	6.390	2.000	3.341*
Four above Categories	93.35	21.24	78.58	22.79	14.77	10.39 *
Miscellaneous	38.35	8.385	37.74	8.722	.6058	1.041

n = 104
df = 103

* Significant at the .01 level

Null Hypotheses of No Difference Between Pretest and Posttest Scores When the Experimental Group is Broken Into Sub-Groupings

Null hypotheses six was rejected for virtually all demographic groupings, as can be seen in Table XV, when the t-test for correlated data was applied. Significance was obtained in every case except with small n's. This would indicate that changes in expressed opinions occurred in virtually all groups.

TABLE XV. Significance of Difference Between Pretest and Posttest Scores on Total for People, Poverty, Pollution and Politics on the Basis of Grouping Participants by Demographic Characteristics

Characteristic	n	df	Pretest Mean	Pretest SD	Posttest Mean	Posttest DS	Mean Difference	T-score
Political Affiliation:								
Republican	16	15	103.6	18.17	87.56	23.21	16.00	3.813*
Democrat	32	31	92.69	23.16	82.72	27.18	9.97	4.264*
Independent	52	51	90.96	19.67	73.75	18.80	17.21	8.929*
Other	4	3	88.75	32.09	72.25	20.39	16.50	1.750
Religion:								
Catholic	51	50	97.57	19.54	84.63	22.91	12.94	5.882*
Protestant	42	41	91.00	21.90	72.86	22.17	18.14	9.080*
Jew	4	3	93.75	24.21	78.25	22.90	15.50	2.101
Other	7	6	76.43	21.67	69.00	16.39	7.43	1.751

*Significant at the .01 level

TABLE XV. (Continued)

Characteristic	n	df	Pretest Mean	Pretest SD	Posttest Mean	Posttest SD	Mean Difference	t-Score
Education:								
College Graduate	53	52	88.23	19.96	74.58	20.83	13.64	7.583*
Some College	31	30	93.81	20.57	79.68	20.25	14.13	6:480*
H.S. graduate	14	13	105.1	20.77	79.57	25.98	25.50	7.403*
Some High School	4	3	104.5	24.93	98.50	30.18	6.00	.3539
No High School	2	1	117.5	24.75	120.5	33.23	- 3.00	- .5000
Age:								
25 years & Under	17	16	103.5	12.35	82.35	17.63	21.12	5.532*
26-35 years	47	46	85.55	20.85	71.19	18.40	14.36	8.429*
36-45 years	17	16	90.35	15.21	77.12	20.56	13.24	3.369*
46-55 years	11	10	103.5	25.53	92.73	30.87	10.73	1.587
56 and Over	12	11	104.5	24.19	91.25	29.64	13.25	4.305*
Family Income:								
Under $5,000	11	10	107.4	14.59	95.45	19.59	11.91	2.825*
5,0001 - 10,000	23	22	101.5	19.88	86.48	27.20	15.00	4.816*
10,001-15,000	51	50	88.08	21.24	73.43	20.48	14.65	6,873*
Over $15,001	19	18	89.53	20.72	73.05	18.08	16.47	5.503*
Sex:								
Male	38	37	94.55	20.01	79.05	19.89	15.50	7.743*
Female	66	65	92.65	22.04	78.30	24.44	14.35	7.432*

* Significant at the .01 level

TABLE XV. (Continued

Characteristic	n	df	Pretest Mean	Pretest SD	Posttest Mean	Posttest SD	Mean Difference	t-Score
Geographic:								
Milwaukee Northside	21	20	101.4	16.83	85.00	23.21	16.43	5.019*
Milwaukee Southside	40	39	99.52	17.93	88.12	22.15	11.40	4.787*
Western Suburbs	25	24	80.96	18.48	63.36	16.14	17.60	7.721*
Northeast Suburbs	18	17	87.39	27.34	71.00	18.74	16.39	4.307*

* Significant at the .01 level.

Summary of Findings and Discussion

The research conducted in connection with Project Understanding would indicate clearly that the multi-media method of television, discussion groups, and study materials is effective in changing expressed opinions about social and political issues. Insofar as the opinionnaire was an appropriate measure representative of the content and purposes of the program, the research findings demonstrate that Project Understanding accomplished its purpose in considerable measure.

The tests on the null hypotheses designed to ascertain the representativeness of the experimental group were sustained. The experimental group appeared representative of the larger population taking part in the series.

The null hypotheses that the program series would make no difference in opinions on the various subjects covered were rejected. Posttest responses were statistically significantly different from pretest responses and all in the direction aimed for in the program series. This was true for the total experimental group and for its sub-groupings.

The fact that there was evidence of opinion change only on those items dealt with directly in the programs and not on the miscellaneous statements adds validity to the study.

III. EVALUATION

Single page evaluation sheets were sent to all participants and a single page evaluation sheet was sent to each viewing post host. Ninety-nine host evaluations (50% of the viewing posts) and 746 participant evaluations (20% of all participants) were returned. Although this percentage of returns is not large enough to base conclusions about the whole, these subjective responses do provide valuable feedback on the programs.

The following material is based on information received from 99 host evaluations, 746 participant evaluations and 94 attendance sheets. Only 75 posts returned all three sources of information.

The information is grouped as follows: characteristics of participants, how they learned about Project Understanding, location of posts, attendance, response to the programs, aCtion decisions, suggestions for program improvement and comments.

Characteristics of Participants

Table XVI shows the identification reported by 746 participants. The "typical" participant was a female college graduate between the age of 26 and 35.

TABLE XVI. CHARACTERISTICS OF PARTICIPANTS

Sex	No. of Persons	%
Female	496	67
Male	229	31
No response	21	2
TOTAL	746	100
Age		
13 and under	96	13
14 to 18	39	5
19 to 25	53	7
26 to 35	173	23
36 to 45	124	17
46 to 55	123	17
56 and over	128	17
No response	10	1
TOTAL	746	100

TABLE XVI. - continued

Education	No. of Persons	%
College graduate	326	44
Some college	144	19
High school graduate	92	12
Some high school	50	7
No high school	115	14
No response	19	3
TOTAL	746	100

Viewing post hosts were asked to briefly describe the makeup of their groups including age grouping, marital status, political persuasion, race and economic status. Responses are reported in Table XVII.

TABLE XVII. HOST CHARACTERIZATION OF VIEWING POSTS

Age grouping	No. of Posts	%
Young (to age 30)	14	15
Middle (31 to 49)	28	31
Older (over 49)	5	5
Mixed ages	37	40
Young-middle only	8	9
TOTAL	92	100
Political persuasion		
Liberal	28	39
Conservative	19	27
Moderate	3	4
Some of allthe above	21	30
TOTAL	71	100
Marital status		
Married	11	35
Unmarried	5	20
Some of each	13	45
TOTAL	29	100
Race		
White	60	80
Black	1	2
Some of each	12	16
Spanish & Indian	1	2
TOTAL	74	100

TABLE XVII. - continued

Economic status	No. of Posts	%
Poor	1	5
Middle class	7	70
Upper middle class	2	20
Affluent	1	5
TOTAL	11	100

Previous Participation

Most participants had not taken part in the televised Project Understanding series the previous year. Six hundred five individuals (82%) indicated they had not participated. Sixteen per cent (138 persons) said they had.

Regarding hosts assessment of participant's political activity, the posts were nearly evenly divided. Of the 25 posts described in this manner, 13 were rated by their hosts as inactive politically while 12 were considered active.

How Learned About Project Understanding

Personal contact was the chief way that participants learned about the series. Some persons listed more than one as shown by Table XVIII.

TABLE XVIII. HOW PARTICIPANTS LEARNED ABOUT PROJECT UNDERSTANDING

How learned about Project Understanding	Individuals Responding	%
From a friend	460	52
Received a flyer	207	20
Newspaper	75	10
Radio or television	58	8
Other	81	10
TOTAL	881	100

Location of Viewing Posts

Three-quarters of the viewing posts were located in homes. Churches, convents and schools were the next most numerous sites. Other locations included libraries, a psychiatric hospital and a rehabilitation home for young adults. Three groups met at a different home each week.

Attendance

Table XIX details attendance as obtained from two sources. The 99 host evaluations report attendance by age and sex. The 94 attendance sheets show the number of persons attending by session and the cumulative attendance by individuals.

TABLE XIX. ATTENDANCE

By age and sex	No. of Persons	%
Number of women (ages 19 and over)	874	57
Number of men (ages 19 and over)	437	29
Number of youth (ages 14 to 19)	83	5
Number of children (age 13 and under)	126	9
TOTAL	1,520	100

By Session		% of Registrants
Number attending first session	856	62
Number attending second session	908	66
Number attending third session	771	56
Number attending fourth session	740	53

Cumulative Attendance	No. of Registrants	
Number of persons attending all four session	371	27
Number of persons attending three sessions	269	20
Number of persons attending two sessions	289	21
Number of persons attending only one session	449	32
TOTAL	1,378	100

The number of persons who attended the first session and did not return was 154 (11%).

Hosts were asked how many people who began the series continued through the four sessions. A reported 479 (32%) continued, but twenty-six of the ninety-nine hosts did not report a number.

The most frequently given reasons for dropouts and turnover were other or previous commitments (65%) illness (15%) and apathy (15%). A number of people missed the first program because it was televised during Easter vacation.

Effectiveness of Programs

Hosts were asked which program was the most effective and which the least effective in their groups. Table XX shows that pollution was the most effective and politics the least. Ten hosts felt the programs about the same in effectiveness.

TABLE XX. EFFECTIVENESS OF PROGRAM

Most Effective Program?	No. of Posts Reporting	%
People	13	12
Poverty	24	25
Pollution	46	50
Politics	16	13
TOTAL	99	100

TABLE XX - Continued

Least Effective Program?	No. of Posts Reporting	%
People	15	25
Poverty	9	12
Pollution	10	13
Politics	39	50
TOTAL	73	100

Eighty percent of the hosts indicated that the prepared discussion material was helpful.

The response of the viewing posts to the programs was assessed as positive by most participants. Table XXI indicates a positive response in 92% of the posts.

TABLE XXI. RESPONSE OF VIEWING POST TO PROGRAMS

Response to Programs	No. of Participants Reporting	%
Very well	193	36
Well	173	32
Fairly well	101	19
Wholeheartedly	26	5
Negatively	37	7
With confusion	4	1
TOTAL	534	100

Each participant was asked the effectiveness of the two parts of the television program in provoking group discussion. Part I of the telecast was frequently described as factual and to the point and providing a good cross-section of opinion. Table XXII indicates that Part I was provocative.

TABLE XXII. EFFECTIVENESS OF SURVIVAL DOCUMENTARY (PART I) IN "TRIGGERING" DISCUSSION

Response	Participants Reporting	%
Yes	540	72
No	19	2
Somewhat	56	8
Descriptive comment	64	8
No comment	67	10
TOTAL	746	100

Part II of the telecast provided participants with panel members with whom to identify. The additional viewpoints offered were appreciated by some of the viewers as was the controversy. Table XXIII indicates Part II added to later discussion in most groups.

TABLE XXIII. EFFECTIVENESS OF PART II IN ADDING TO LATER DISCUSSION

Response	Participants Reporting	%
Yes	449	60
No	46	6
Somewhat	67	9
Descriptive comment	90	12
No comment	94	13
TOTAL	746	100

Action Decisions

Responses to the question "What do you plan to do now as a result of your participation in this series to make your impact felt in dealing with these human survival issues?" totaled 1021 ranging from running for elected office to "actually, nothing much." The table which follows indicates that the overwhelming majority of respondents found some suitable activity. Some 12% did not comment suggesting that some individuals needed more time for reflection. Responses are summarized in Table XXIX.

TABLE XXIX. "WHAT DO YOU PLAN TO DO---?"

Response	No. of Responses	%
Work on pollution in general or at home	166	17
Talk about issues to make others aware	149	15
Write letters to elected representatives & others	100	10
No comment	119	12
Stay or become better informed	107	10
Discussing or planning participation	117	11
Affiliate with an action group	66	6
Political activity (concern for government, voting carefully, campaigning, working for change through the present system, etc.)	93	9
Deepend my values and concerns	34	3
Educate my students	21	2
Cannot think of ways to make change, do nothing, frustrated at lack of suggestions	34	3
Other	15	2
TOTAL	1,021	100

When asked whether their groups made any decisions as to what they would do as individuals or groups after having viewed the series, 70 hosts responded that 54 (77%) of the groups had made decisions and 16 (23%) had not. Decisions included letter writing to elected officials, newspapers and others, discussing the issues, watching buying habits and becoming politically active.

Program Improvement

Suggestions for program improvement most frequently dealt with publicity and participants.

More publicity in advance of the series, employing enticing promotional techniques, and the use of commercial television were suggested.

Some felt that television panels could more equally represent age, sex, race and political preference for better balance. Better identification of participants was requested (Names were not always flashed on the screen). Some suggested that the number of "Man in the Street" interviews be reduced, and a greater variety of people be interviewed.

Concentration on only one issue was suggested as well as fewer programs. Fall programming was preferable to some respondents.

Following are some of the comments made about particular programs:

People:

"More divergent opinions needed"
"Very hot and heavy and gave me a good look at what I can help to do"
"Too opinionated"
"Excellent - 3"
"More factual information needed and less man in street"
"Strong feelings generated"
"Could have been more dynamic"
"Part I did not trigger"

Poverty:

"The discussion group was very intelligent"
"Especially effective"
"Too opinionated"
"Was presented with little information"
"Enlightening - facts alarming"
"Wider range of views needed"

Pollution:

"Especially geared to getting individuals worked up about the mess in our world"
"Especially effective"
"More interesting, perhaps, because it didn't follow the brochure verbatim"
"Astoundingly informing"
"Especially the recording of Lahrer"
"More factual information needed, less man in street"
"Pictures frightened us"
"Repeated instances of environmental ills previously publicized"
"Further editing seemed necessary - one person monopolized"
"Made group aware of environmental problems"

Politics:

"Best by far"
"Difficult to fathom and make specific in my mind"
"Appeared to summarize previous three, really had little to do with subject"
"Didn't deal with enough specifics on the issue"
"Part I more stimulating than other programs"
"Part II biased - all representatives of Establishment"
"Being such a general issue, it was difficult to focus on one major problem and its possible solutions"

Some comments on Series

Our group is going to enlarge. It will have two major thrusts; personal commitment in pollution area and group action in violence and poverty areas.

- - - - - -

Joining political parties seems the only way.

- - - - - -

We are going to keep these issues alive and growing; if they die, so do we.

- - - - - -

Politics seems to us to be interwoven in all issues.

- - - - - -

I can understand the frustrations of minority groups.

- - - - - -

It is only as pressure groups that our voice will be heard by the institutions. It is this group action and commitment of the group by which a change can be effected.

- - - - - -

It seems pollution is the one teenagers are most reacting to.

- - - - - -

Have the programs year round. It gets our neighbors together.

- - - - - -

People were still caught up in their 'little shells' and as longas problems didn't affect them they were not essentially worried about them. There were still too many 'superficial' roles being played. People within our group were still not dealing with the 'reality' of the issues involved.

- - - - - -

I found them frightening and challenging, bringing about a sense of responsibility to cooperate in remedying these problems.

- - - - - -

Told the truth about situations - didn't give standard, middle-class 'pat' answers.

- - - - - -

Poverty can be a subject you ignore when you have plenty.

- - - - - -

I was surprised that values of actions and responsible behavior was stressed.

- - - - - -

I was saddened by the spirit of hopelessness expressed by some of the people spoken to (on the telecast).

- - - - - -

We hadn't thought of institutional violence.

- - - - - -

Programs too meaty - too much to comprehend at one sitting - moved a bit fast at times.

- - - - - -

This is a sensitivity training course.

Evidently these groups believe in stacked decks.

- - - - - -

Some of the man on the street interviews were incoherent dirg-a-lings.

- - - - - -

Felt student unrest rather than black (unrest) of two years ago would have been more appropriate.

- - - - - -

Lets you see you don't have to agree.

- - - - - -

Programs revealed that there are people who are really concerned about the conditions of our country.

- - - - - -

Sharing ideas is a great help in our present problems.

- - - - - -

First program was least effective due to our personal lack of encounter with violent situations or areas where it generally occurs.

- - - - - -

We feel so frustrated with the political atmosphere at all levels.

- - - - -

Imterviews combined with narration helped point out facts and opinions. TV group (Part II) helped us get back on the track.

- - - - -

We are really out of it when it comes to the problems presented. (172B)

- - - - -

We would have liked more information from the Eisanhower Report and reference to pending legislation.

- - - - - -

Continue to have list of books on the issues and people to call for more information. This <u>is</u> helpful. Enjoyed Conference Call also.

- - - - - -

Some of the interviews were very good, for example, some people who were on welfare and what it's really like.

- - - - - -

In response to "What do you plan to do":

That is a hell of a question.

Continue being a 'square' in the training of my children.

I will encourage other people to support and cooperate with our law enforcement agencies, and warn others of activities of communists and narcotics pushers in our midst. I will also try to encourage equal rights and equal opportunity for <u>all</u> people.

- - - - - -

Pollution is where we have to move because all other issues depend on the continuance of a stable environment and,therefore, must take a back seat to the TRUE human survival. I am also studying survival techniques in case the above (efforts) don't work!

- - - - - -

We responded surprisingly well, considering we were all women.

- - - - - -

Part II fun to watch - broke a certain amount of tension.

- - - - - -

Part II gave insight on how difficult it is to secure group decision or concensus and yet gave some ideas on approaches.

It was felt that poverty issues presentation was somewhat slanted to blacks only.

- - - - - -

We tried to relate these problems to our area.

- - - - - -

Documentaries well organized and to the point.

- - - - - -

It seems that the evidence is easy to gather. The proof is difficult to accept however.

- - - - - -

Reduced personal resentment through understanding.

- - - - - -

A better balance between conservative and liberals would have developed more constructive discussions.

- - - - - -

I was disappointed the fourth session did not provide more direct answers and suggestions for the problems presented the first three times, as I had understood this would be the pattern. - I was disappointed in the "highbrow" approach, There was much talk of theory and of problem, and in very good university language usually, but it seemed rather sterile many times. In the second session, on poverty, I felt George Pazik was trying to move the group towards real communication with the "average viewer", but otherwise didn't see much of that kind of effort. It is a good program, and I'll probably watch it again myself, but don't think I will particularly try to involve the low-income, uneducated people with whom I work again. Most of the material was beyond them, not geared to interesting them.

- - - - - -

We responded with a sense of appreciation for this "awakening" to the gravity and time limits of problem solving.

- - - - - -

We want to learn more. We see the need for corrective measures at all levels from household to federal.

- - - - - -

INDIVIDUALS SERVING ON PLANNING AND ADVISORY COMMITTEES

Mr. Edson Allen
1633 North 121st Street
Milwaukee, Wisconsin 53226

Mrs. John Anderson
4324 N. 92nd Street
Milwaukee, Wisconsin 53222

Mrs. Mel Backer
5152 N. Ardmore
Milwaukee, Wisconsin 53217

Mr. John Bahr
2117 North 122nd Street
Milwaukee, Wisconsin 53226
(West Suburban Council on Human Relationships)

Mr. Stephen Ballou (Advisory Panel)
UWM Botany Department
4024 North Downer Avenue
Milwaukee, Wisconsin 53211

Mr. John Bartels
5525 North Danbury Road
Milwaukee, Wisconsin 53217

Mr. Calvin Beckett
Milwaukee Commission on
Community Relations
City Hall
Milwaukee, Wisconsin 53202

Mr. Fred E. Blue
Commission on Community Relations
200 East Wells Street
Milwaukee, Wisconsin 53202

Mr. Daniel Burrell
Institute of Human Relations
University of Wisconsin-Milwaukee
Milwaukee, Wisconsin 53201

Mr. David Cook (Advisory Panel)
Environmental Teach-In

Mr. Robert F. Creecy
Institute of Human Relations
University of Wisconsin-Milwaukee
Milwaukee, Wisconsin 53201

Mrs. Adrienne Davis
Community Programs Center
2208 North Third Street
Milwaukee, Wisconsin 53212

Mrs. Harold DeTuncq
1729 Beech Street
South Milwaukee, Wisconsin 53214
(S.E. Suburban H.R. Council)

The Rev. William R. Duffey, S.J.
Marquette University High School
3401 West Wisconsin Avenue
Milwaukee, Wisconsin 53208 53208
(Wisconsin Youth Council; Red Cross)

Mrs. Grace C. Eells
919 South 89th Street
Milwaukee, Wisconsin 53214
(West Allis H. R. Council;
League of Women Voters)

Mrs. Sarah (George) Ettenheim (Advisory Panel)
1260 North Prospect Avenue
Milwaukee, Wisconsin 53202

Mr. Steve Ewing (Advisory Panel)
Environmental Teach-In

Mr. Michael Farmer
Division of Continuing Education
Marquette University
Milwaukee, Wisconsin 53223

Mrs. William Finlayson
7320 North Pheasant Lane
Milwaukee, Wisconsin 53217
(NCCJ Board Member)

Mr. Lincoln B. Gaines
Social Development Commission
161 West Wisconsin Avenue
Milwaukee, Wisconsin 53203

Mrs. Kenneth Germanson (Advisory Panel)
313 East Plainfield Avenue
Milwaukee, Wisconsin 53207
(League of Women Voters)

Mr. Lawrence Giese (Advisory Panel)

Mr. Fred E. Graper
15 Beach Park
Pewaukee, Wisconsin 53072
(Lake Country H.R. Council)

Mrs. George Gregg
7701 Stickney Avenue
Milwaukee, Wisconsin 53213
(Women's Society-United
Methodist Church)

Mrs. R. A. Grimmer
5325 North Santa Monica Blvd.
Milwaukee, Wisconsin 53217
(Milw.Arch.Council of
Catholic Women)

Mrs. David Halloran (Advisory Panel)
339 Glenview Lane
Grafton, Wisconsin 53024
(League of Women Voters
of Wisconsin)

Mrs. Edmund Harding
2178 North 52nd Street
Milwaukee, Wisconsin 53208

Mr. Burt Hawkins
3405 South 83rd Street
Milwaukee, Wisconsin 53219

Mr. Patrick E. Heppe
DeSales Preparatory Seminary
3501 South Lake Drive
Milwaukee, Wisconsin 53207

Prof. Ruane Hill
University of Wisconsin-Milwaukee
43 Fine Arts Building
Milwaukee, Wisconsin 53201

Mr. John D. Hoek
841 North 15th Street
Milwaukee, Wisconsin 53233
(Commission on Community Relations)

Dr. Victor Hoffmann
Institute of Human Relations
University of Wisconsin-Milwaukee
Milwaukee, Wisconsin 53201

Mr. Milton Huber (Advisory Panel)
Director Center for Consumer Affairs
University of Wisconsin Extension
Milwaukee, Wisconsin 53201

Mrs. March Jaskulski (Advisory Panel)

Sister Bernadette Kalscheur
Alverno College
3401 South 39th Street
Milwaukee, Wisconsin 53215

Dr. George L. Kelling (Advisory Panel)
University of Wisconsin-Milwaukee Social
Welfare
Milwaukee, Wisconsin 53201

Rev. Richard Kirkendoll
2739 North 2nd Street
Milwaukee, Wisconsin 53212

Mr. David Logson
Center for Community Leadership
Development
University Extension
600 West Kilbourn Avenue
Milwaukee, Wisconsin 53203

Mrs. Jerome Mahlberg
6925 West Hadley Street
Milwaukee, Wisconsin 53210

Father John R. Maurice (Advisory Panel)
Spanish Center
524 West National Avenue
Milwaukee, Wisconsin 53204

Mr. Joseph McClain
Concentrated Employment
Programs
2235 North 3rd Street
Milwaukee, Wisconsin 53212 53212

Mrs. Douglas McKay
3568 North Summit Avenue
Milwaukee, Wisconsin 53211
(Shorewood H.R. Council)

Miss Margaret Mayer
929 North Astor Street
Milwaukee, Wisconsin 53202

Miss Nancy Nodell
2525 South Shore Drive
Milwaukee, Wisconsin 53207

Mrs. Robert Pfeifer
1313 East Norwich
Milwaukee, Wisconsin 53207

Mrs. Phyllis Rafalski
2111 West Rogers Street
Milwaukee, Wisconsin 53204

Mrs. Norman Roberts
6175 Seneca Trail
Milwaukee, Wisconsin 53217
(Milwaukee Co. Federation
of Women's Clubs)

Mr. Otto Schlaak
WMVS-TV
1015 North 6th Street
Milwaukee, Wisconsin 53203

The Rev. Robert Seater
Greater Milwaukee Council
of Churches
1933 West Wisconsin Avenue
Milwaukee, Wisconsin 53233

Mr. Aaaron Shansky
Curriculum Department
Milwaukee Public Schools
5225 West Vliet Street
Milwaukee, Wisconsin 53208

Mr. Maurice Spencer
Continuing Education Agent
Division of Community Programs
University Extension
600 West Kilbourn Avenue
Milwaukee, Wisconsin 53203

Mr. Donald Sykes, Community Relations-
Social Development Commission
(Advisory Panel)

Mr. Jay Sykes (Advisory Panel)
University of Wisconsin-Milwaukee
School of Journalism
8327 North Regent Road
Milwaukee, Wisconsin 53217

Mr. Rod Synnes
WTMJ Community Relations
720 East Capitol Drive
Milwaukee, Wisconsin 53212

Mr. Gene Thuot
Center for Community Leadership
Development
University Extension
600 West Kilbourn Avenue
Milwaukee, Wisconsin 53203

Mrs. Alex Treis
1640 North Timber Trail Lane
Oconomowoc, Wisconsin 53066

Mr. Walter Ward
5913 Dale Lane
Greendale, Wisconsin 53129
(St. Luke's Lutheran Church)

Mrs. Shirley Wile
4960 North Wildwood Avenue
Milwaukee, Wisconsin 53217
(Federation of Jewish Women's
Organizations)

INDIVIDUALS SERVING AS VIEWING POST HOSTS AND MODERATORS

Listed below are the names and home addresses (arranged by Zipcode) of persons who were Viewing Post hosts. Discussion Moderators, or indicated special interest in the Project.

ZIPCODE 53202

Shirley K. Jensen	1026 E.Pleasant St.
Miss Margaret D. Meyer	929 N. Astor St.
Miss Marjorie Mueller	929 N. Astor St.
The Rev. Donovan Palmquist	The Village Church, 1108 N. Jackson St.
Mr. and Mrs. R. W. Pettit	610 E. Mason St.

53204

Mr. and Mrs. Charles D. Saleska	1203 S. 22nd St.

53205

The Rev. Joseph Ellwanger	Cross Lutheran Church, 1821 N. 16th St.
Miss Marge Gundrum	St. Michael's Rectory, 1445 N. 24th St.
Sister Naomi	Shalom Center, 2506 W. Vliet St.

53206

Mr. and Mrs. Elzie Davis	3936 N. 14th St.
Mrs. Bajene D. Norman	3935 N. 13th St.

53207

Mr. John H. Goepel	3257 South Lake Drive
Father Thomas Hickey	De Sales Preparatory Seminary, 3501 S. Lake Dr.
Mrs. Elmer F. Knapp	2775 S. Linebarger Terrace
Mr. and Mrs. Jerome K. McInnes	3709-A South Bombay
Sister Dorothy Roche	2632 S. Pine Avenue
Miss Linda Schultz	1709 E. Eden Place

53208

Miss Carole Blankenheim	3221 W. McKinley Avenue
Mrs. Violet Blue	1925-A N. 48th Street
Mr. and Mrs. Paul R. Fill	2188 N. 52nd St.
Cathy Halman	4526 W. Lloyd St.
Mr. and Mrs. Craig Hanson	1811 N. 49th Street
Sister Pat Hoff	2231 N. 29th St.
Mrs. James Hontros	2156 N. 41st St.
The Rev. Herbert Huebschmann	2102 N. 58th St.
Sister M. Jodene, O.S.F.	St. Sebastian Convent, 1725 N. 54th St.
Mr. and Mrs. Donald Johannsen	4735 W. Woodlawn Court
Mr. and Mrs. Charles Langsford	3922 W. Robert St.
Mrs. Elmer Nelson	903 N. 37th St.
Mr. and Mrs. James Passow	1745 N. Hi-Mount Blvd.
Mrs. Dennis Purtell	2015 N. 49th St.
Mr. Thomas P. Ryan	1557 N. 27th St.
The Rev. Hilda Seator	Kingsley United Methodist Church, 1710 N. 33rd St.

53208 (Continued)

Sandra Leah Tunison	2117 N. 51st St.
Mrs. Barbara Ventura	2133 N. 44th St.
The Rev. Glenn Wheeler	St. Thomas Lutheran Church, 2190 N. 49th St.

53209

Mr. Paul Fouke	4945 N. 39th St.
Mr. and Mrs. Robert Harris, Jr.	4215 W. Hawthorne Trace
Mr. Roy Ramminger	2242 W. Apple Tree Road
Mr. Eric Sampson	5683 N. 34th St.
Mr. Kenneth T. Schaaf	7306 N. 38th St.

53210

Mr. and Mrs.Donn Bode	2625 N. 52nd St.
Sister Rosemary Hetzel	St. Mary's Nursing Home, 3516 W. Center St.
Mrs. Evelyn Hoover	2504 N. Sherman Blvd.
Mr. Duane Kellor	2874 N. 33rd St.
Mr. and Mrs. Wayne Scriba	2930 N. 38th St.
Mr. and Mrs. Thomas J. Weinand	3714 W. Burleigh St.

53211

Mr. and Mrs. Thomas C. Anderson	1917 E. Wood Place
Mr. and Mrs. Stephen Ballou	4024 N. Downer Avenue
Miss Janice Cooley	2426 N. Cramer
Mr. and Mrs. Barry Eigen	2728 N. Stowell Avenue
Mr. Bernard Einsiedel	4221 N. Farwell Avenue
Mrs. Sally Good	2836 N. Frederick
Mrs. Marlene Hirschberg	222 W. Hampton
Mrs. Lawrence Johns	4378 N. Wilson Drive
Mr. Patrick D. Kain	4212 N. Ardmore
Mr. Samuel Lewis	4039 N. Richland Court
Mrs. John Markson	4739 N. Cramer
Miss Pat McKay	2545 N. Cramer
Mr. R. A. Merklein	2028 E. Newton Avenue
Mr. Robert T. Morgan	2952 N. Prospect Avenue
Mr. and Mrs. Donald O'Meara	1825 E. Kenwood Blvd.
Miss Caryl Richter	2861 N. Prospect Avenue
Mrs. Maurie Robertson	3943 N. Maryland Avenue
Sister Leslie Schauble	2810 N. Hackett
Mr. and Mrs. Charles Spransy	2423 E. Newberry Blvd.
Mrs. Trudy Stimmel	2320 E. Stratford Court
Mr. and Mrs. Ray Story	1514 E. Kensington Blvd.
Miss Doris Vincent	2568 N. Cramer St.
Mrs. Clay Williams	4410 N. Prospect Avenue
Mr. and Mrs. W. R. Wood	2930 N. Newhall

53212

Mrs. Amanda Coomer	2448 N. 4th St.
Sister Eileen O'Connor	3146 N. 2nd St.

53213

The Rev. Rodney Erickson	7904 Hillcrest Drive
Mr. John Allen Hanson	Milwaukee Psychiatric Hospital, Kradwell 2A, 1220 Dewey Avenue
Mr. and Mrs. Ronald C. Matter	2549 N. 69th St.
Dr. and Mrs. Russell Robinson	2457 Lefeber Avenue
Mr. and Mrs. Ronald B. Woodrick	6815 Terrace Court

53214

Father Peter Duggan	1233 S. 45th St.
Sister Joellen	St. Florian School, 1210 S. 45th St.
Sister M. Jean Magdalene	St. Aloysius Convent, 1415 S. 92nd St.
Mr. and Mrs. Carl W. Street	1036 S. 104th St.
Mr. Gordon Vesely	5614 W. Mitchell St.

53215

Sister Rebecca Brenner	Sacred Heart Rehab. Hospital, 1545 S. Layton Blvd.
Sister Margaret Earley	3401 S. 39th St. (Alverno College)
Brother James Facette	The Brothers of Mary, 1170 W. Windlake Avenue
Sister Bernadette Hauser	St. Joseph Convent, 1501 S. Layton Blvd.
Mrs. Joseph Juno	3050 S. 38th St.
Sister Bernadette Kalscheur	Alverno College, 3401 S. 39th St.
Sister M. Laurissa	St. Joseph Convent, 1501 S. Layton Blvd.
Miss Marie K. Mages	3403 W. Oklahoma Avenue
Miss Greta Maren	1243 S. Layton Blvd.
Sister Agnes Meysenburg	Alverno College, 3401 S. 39th St.
Sister Patricia Michaelin	St. Joseph Convent, 1501 S. Layton Blvd.
Sister Diane Fay Puta	921 S. 28th St.
Sister Leona Riedy	Marian Hall, 2925 W. Orchard St.
Sister M. Deodigna Schirra	St. Joseph Convent, 1501 S. Layton Blvd.
Mrs. William J. Shenkenberg	3415 S. 38th St.

53216

Mrs. Brigadier C. Milton Anderson	Salvation Army Div. Headquarters, 4247 N. 35th St.
The Rev. Paul A. Gutknecht	3847 N. 55th St.
Mr. William Kirkpatrick	4278 Sercombe Road
Sister Harriet Miller	4244 N. 50th St.
Mrs. Major Leslie Sundell	Salvation Army Div. Headquarters, 4247 N. 35th St.
Sister Barbara Voltz	4244 N. 50th St.
Sister Joanne Wisniewski	4244 N. 50th St.

53217

Mr. Robert H. Ahrens	5546 N. Santa Monica Blvd.
Dr. and Mrs. John W. Baxter	7617 N. Bell Road
The Rev. James Fisher	Ecclesia, 8707 N. Port Washington Road
Mrs. S. Friebert	Bayside Middle School, 601 E. Ellsworth Lane
Mrs. E. F. Hasbrook, Jr.	5353 N. Hollywood Avenue
Dr. Matty Katz	8925 N. Maitland Road
Mr. and Mrs. Charles Koehler	530 E. Carlisle
Mr. and Mrs. Alvin Kriger	8455 N. Fielding Road

53217 (Continued)

Mrs. John H. Linehan	6028 N. Santa Monica Blvd.
Mr. A. E. Rietz	Instructional Media Center, Whitefish Bay High School, 1200 E. Fairmount
Mrs. William Rootham	5723 N. Shore Drive
Mrs. Thomas Slater	531 E. Day Avenue
Mr. and Mrs. Jerome Spector	7370 N. Iroquois Road
Laurie Wachholz	144 E. Chateau Place
Mr. and Mrs. Efrem H. Zaret	126 E. Chateau Place

53218

Mrs. Arnold Armour	7000 W. Thurston
Mr. Albert P. Cooper	6544 W. Lawn Avenue
Mike De Lonay	5721 N. 58th St.
Mrs. Donald Jacobsen	4633 N. 69th St.
Mrs. Sal Tomasello	6508 W. Medford Avenue

53219

Sister Mary Barbara	3160 S. 63rd St.
B. H. Bergstrom	2850 S. 76th St.
Barbara Gronek	3463 S. 79th Street
Mrs. Richard Melka	8316 W. Beloit Road
Mr. and Mrs. Carl A. Ossmann	2739 S. 75th St.
Mrs. Howard Specht	2076 S. 74th St.

53220

Mr. and Mrs. Donald J. Banker	7156 W. Wedgewood Drive
Mr. James Hanson	3830 S. 43rd St.
Mr. Kris Klovers	6119 W. Burdick

53221

Mrs. A. F. C. Johnson	3033 W. Layton Avenue
Mr. and Mrs. Charles Karpfinger	6062 S. 27th Street
Mr. Robert Morrow	5741 S. 41st Street
Mr. Tom Tearney	941 W. Eden Place

53222

Mr. and Mrs. Arthur Arndt	9014 W. Center St.
Mrs. Edward O. Arndt	3158 N. 87th St.
Mr. and Mrs. James A. Brown	2750 N. 89th St.
Mr. Norman A. Hintz	2846 N. 85th St.
Mr. Robert Horkheimer	2909 N. 89th St.
Miss Eleanore Koepke	2746 N. 83rd St.
Mrs. Dorothy Kunde	8416 W. Lisbon Avenue
Mr. Charles Kvool	3347 N. 97th St.
Mr. Charles Rabas	c/o Aldersgate United Methodist Church, 8801 W. Lisbon Avenue
E. Ripotte	4152 N. 91st St.
Mr. and Mrs. E. R. Trzebiatowski	9607 W. Auer Avenue

53222 (Continued)

Mr. and Mrs. James A. Vogtsberger	4045 N. 111th St.
Mr. Ray Witzeman	4088 N. 78th St.

53223

The Rev. Keith Munneke	5224 S. Luebbe Lane

53224

Mr. Gary A. Finch	10274 W. Tower Avenue
Mr. Ron Wosoba	8631 W. Cheyenne

53225

Mr. and Mrs. Keith Ebersold	5220 N. Lovers Lane Road
Mr. and Mrs. Norman Holmes, Jr.	11004 W. Derby Avenue
The Rev. Robert B. Leve	5174 N. Lovers Lane Road
Mr. Roger L. Sell	6266 N. 84th St.
Mr. Douglas M. Strong	10730 W. Villard
Mary Van Aacken	4846 N. 107th St.

53226

Mrs. Lloyd Armstrong	12125 W. Dearbourn
Miss Kathleen Hanold	2310 N. 95th St.
Miss Nancy Nichols	2623 N. 90th St.
Mrs. Raymond Palesch	12205 W. Dearbourn
Mrs. Allen Siebel	604 Pleasant View
Mr. Ray Wilson	11705 Diane Drive

53227

Mr. and Mrs. Tony Greco	9905 W. Montana Avenue

53228

Sister Francis Borgia	3981 S. 92nd St.
Mr. and Mrs. Roger Davidson	12139 W. Carpenter Avenue

53233

The Rev. D. Alan Davis	1933 W. Wisconsin Avenue
Father William Duffey, S. J.	3400 W. Michigan Avenue
Mr. Thomas Nowack	3046 W. Wisconsin Avenue

MILWAUKEE COUNTY

CUDAHY - 53110

Dr. and Mrs. Robert Chojnacki	3913 E. Holmes Avenue
Mr. Hubert Dretzka	Box 425
Mr. Lance A. Herrick	4448 S. Lake Drive
Mr. Arthur Koch	5551 S. Disch avenue

FRANKLIN - 53154

Mr. and Mrs. Edward A. Rivers	7270 S. 51st Street

GREENDALE - 53129

Wanda Blackburn	5982 Dawson Court
Mrs. Stephen Miller	5913 Dawson Court
Mr. and Mrs. John Platner	6280 Parkview Road
Mr. Walter Ward	5913 Dale Lane

HALES CORNERS - 53130

Mr. Paul Beckwith	10147 W. Forest Home
Mrs. Nick Filardo	6105 S. 108th Street
Mrs. Henry Geskermann	5242 S. 104th Street
The Rev. Gerald C. Hibbard	Whitnall Park Lutheran Church, 5847 Lilac Lane
Mrs. Sherman E. Stock	11229 Bridget Lane

OAK CREEK - 53154

Mrs. Betty Fitch	242 E. Groveland Drive
Mr. Richard J. Seitz	8366 South Howell Avenue

SOUTH MILWAUKEE - 53172

Mr. and Mrs. John C. Arey	1823 Milwaukee Avenue
Mrs. Raymond Collins	509 Madison
Mr. and Mrs. Hal De Tuncq	1729 Beech Street
Sister Patricia Donahue	St. John Convent, 812 Marquette Avenue
Mrs. Don Furdek	613 Montana Avenue
Mr. Robert Kaminski	724 Hawthorne Avenue
Mr. Vincent Koehler	805 Williams Avenue
Mr. Jerry Quicker	709 Clark Avenue
Mr. and Mrs. Robert Steininger	513 Linden Circle

DODGE COUNTY

BEAVER DAM - 53916

Mr. and Mrs. John Cronin	229 East South Street
The Rev. Jerome Gard	Beth Siloe, Route #1, Box 116
Mrs. John Theis	106 Wilson Avenue

KNOWLES - 53043

Sister Mary Ellen, O.P.	St. Andrew's Convent, Route #1
Sister Mary Sheila, O.P.	St. Andrew's Convent, Route #1

DODGE COUNTY (Continued)

MAYVILLE - 53050

Mr. Andrew J. Magyar	269 S. Walnut Street

WATERTOWN - 53094

Ruth Malison	1104 Carr Street
Mrs. E. Allen Miller	133 Riverlaun Avenue

OZAUKEE COUNTY

GRAFTON - 53024

The Rev. and Mrs. David C. Gumm	715 - 10th Avenue

MEQUON - THIENSVILLE - 53092

Mr. and Mrs. Timothy Casgar	3408 W. Hickory Road
Mrs. Dale Christopher	11003 N. Oriole Lane
Mr. James Guinan	12542 Jacqueline Court
Mr. David Heck	Box 41, Thiensville
Mr. Manuel Hirata	12552 Jonquil Court
Mrs. Dorothy Kampf	10802 W. Mequon Road
Mr. and Mrs. Karl Kiehnau	13637 N. Green Bay Road
Mr. Robert C. Krueger	11846 N. Schwemer Lane, 28 W
Mrs. Roger Micheln	2216 W. Hickory Lane, 115 N
Mr. David W. Petersen	11761 N. Ridgeway Avenue
Mr. Paul Seaburg	11621 N. Bobolink Lane
Mrs. James Speiden	11355 N. Rosewood Drive, 33 W

PORT WASHINGTON - 53074

Mr. Robert Strass	Norport Drive
Mr. Leon K. Tietyen	1105 Nelson Drive

RACINE COUNTY

RACINE - 53402, 53403, 53405

Mr. John W. Berge	1529 Crabapple Drive, 53405
Sister Cecile Boehmer	Dominican Sisters, 5823 Erie Street, 53402
The Rev. Dale Hallberg	Holy Communion Lutheran Church, 6th and Kinzie, 53405
Sister Jeanne d'Arc Kimler	5915 Erie Street, 53402
Sister Mary Ann Skiba	St. Lucy School, 3035 Drexel, 53403

UNION GROVE - 53182

Mr. James Highland	1420 Jean Street

WATERFORD - 53185

Mr. and Mrs. James M. Smith	Route 2, Box 690

WALWORTH COUNTY

DELAVAN - 53115

Mr. and Mrs. Jon Kilmer	119 N. 8th Street

WASHINGTON COUNTY

ALLENTON - 53002

Dr. and Mrs. W. E. Melberg	314 First Street

HARTFORD - 53027

Dr. Richard E. Lund	6985 Lee Road, Route #1
Mr. Richard Speaker	5835 Shannon Road
Mr. and Mrs. E. C. Welbourne	Route 1, Box 263
The Rev. T. Edmond White	465 N. Main Street

WEST BEND - 53095

Mrs. Maurice J. Behlen	Route #1
Mr. Robert Geminden	513-A South Main Street
Sister Mary Lucylda	149 N. 9th Avenue
Sister Ellen Mary	School Sisters of Notre Dame Convent, 149 N. 9th Avenue
Father Thomas Orth	406 Jefferson Street
Mrs. Franklin Popelka	845 Silverbrook Drive
Mr. and Mrs. Harold Thornburg	2313 Skyline Drive

WAUKESHA COUNTY

BROOKFIELD - 53005

Mrs. Peter Budic	14510 Santa Rosa Drive
Mr. David Ernst	21625 Astolat Drive
Mrs. Stephen Foster	850 Rockwood Court
Mrs. Clifford Malmborg	3485 N. 150th Street
Mr. and Mrs. Keith Robinson	17355 Evergreen Court
Mr. Dean Scoville	3455 N. Brookfield Road
Mr. Robert Thomas	17575 Echo Lane
Mrs. Audrey Trempe	17325 Robinwood Street

BUTLER - 53007

Mr. Gerald Mann	4903 N. 126th Street

DOUSMAN - 53118

Mr. and Mrs. Dan Dryer	36110 Highway C
Mrs. John R. Quaden	1875 Highway 67

ELM GROVE - 53122

Mrs. F. D. Anderson	14940 Juneau Blvd.
Sister M. Joelise	Notre Dame Infirmary, 13105 Watertown Plank Road

MENOMONEE FALLS - 53051

Miss Ann C. Johnson	N84 W17622 Denice Avenue
Mr. and Mrs. Thomas Watson	W156 N8730 Pilgrim Road

MERTON - 53056

Mr. and Mrs. Walter Rilling	382 Keesus Road, Box 495

MUKWONAGO - 53149

The Rev. and Mrs. Orwin D. Eilertson	311 Henry Street

NEW BERLIN - 53151

Mr. and Mrs. Erwin J. Bires	1613 Triangle Avenue
Mr. Hans K. Halverson	14600 W. Brian Road
Miss Edith Odell	13815 W. Prospect Place
Mr. and Mrs. Harry J. Wheeler	18344 Hillside Drive

OCONOMOWOC - 53066

Mr. Ted Cheney	988 Chesterton Court
Mrs. Eleanor Stuart	715 W. Wisconsin Avenue
Mr. and Mrs. Alexander M. Treis	1640 N. Timber Trail Lane

PEWAUKEE - 53072

Mr. and Mrs. Fred Graper	15 Beach Park
Mrs. Del Rogers	406 W. Wisconsin Avenue
Mrs. E. A. St. Clair	406 W. Wisconsin Avenue

WAUKESHA

The Rev. Robert F. Galitz	1st Congregational Church, 701 N. East Avenue
Mrs. Edward Hanson	1014 Westowne Avenue
Mrs. Roger Heilert	1508 Garfield Avenue
Mrs. Robert G. Lee	2622 Grandview Blvd.
Mr. and Mrs. Richard Mueller	306 Hyde Park Avenue
Mrs. Sally Smith	704 S. Grand Avenue
Harriet Steele	401 W. Park
Mr. and Mrs. Robert Stuempfig	307 N. Hine Avenue
Mr. and Mrs. Robert P. Sullivan	220 Randall Street

MARATHON COUNTY

WAUSAU - 54401

The Rev. John Robinson	1st Universalist Church, 504 Grant Street

PROJECT UNDERSTANDING OPINIONNAIRE

The following is a survey of your opinions about a number of social and political questions. There are many different answers. The answer to each statement below is your personal opinion. You may find yourself agreeing strongly about some statements, disagreeing just as strongly about others, and perhaps uncertain about others. Whether you agree or disagree you may be sure that many people feel the same as you do.

Please mark each statement according to how much you agree or disagree with it. Please mark every one. Write a +1, +2, +3, or a -1, -2, -3, depending on how you feel in each case. Read every item carefully and respond as to how you feel about the statement.

+1 I agree a little	-1 I disagree a little
+2 I agree on the whole	-2 I disagree on the whole
+3 I agree very much	-3 I disagree very much

_____1. The rate of violent crime in the United States is probably no greater than any other country per unit of population.

_____2. More poor people in the United States are white than black, Spanish-speaking, and American Indian all put together.

_____3. Air and water pollution is primarily a big city problem and rural areas have little to worry about.

_____4. Urban problems are really not the concern of the rest of the state of Wisconsin. Milwaukee and other cities should solve their own problems.

_____5. A man who does not believe in some great cause has not really lived.

_____6. America has always been a relatively violent nation.

_____7. Today a person can get a good job if he has an education no matter what color his skin.

_____8. Scientists predict that technology will be able to solve nearly all the air and water pollution problems within the next few years.

_____9. Most of us belong to several political pressure groups without realizing it.

_____10. When a person devotes himself to an ideal or cause, life becomes meaningful.

_____11. The violence of recent years in the United States is in stark contrast to the earlier history of our country.

_____12. Most of the poor people in the United States are black, Spanish-speaking or American Indian.

_____13. Industry is not mainly responsible for pollution; the average citizen has much to do with causing the problem.

Please mark each statement according to how much you agree or disagree with it. Please mark every one. Write a +1, +2, +3, or a -1, -2, -3, depending on how you feel in each case. Read every item carefully and respond as to how you feel about the statement.

+1 I agree a little	-1 I disagree a little
+2 I agree on the whole	-2 I disagree on the whole
+3 I agree very much	-3 I disagree very much

____14. There is really not much an average citizen can do since most politicians won't pay attention to what the average person wants.

____15. Of all the different philosophies which exist in this world there is probably only one which is correct.

____16. Following the Kerner Commission Report on civil disorders in 1968, many new policies and programs were initiated and improvements made in the "inner city."

____17. Very few people who are employed full time live in poverty.

____18. There is no area left in the United States without air pollution.

____19. One reason that taxes are so high in the city of Milwaukee is that city residents have many more and better services than residents of the suburbs.

____20. A person who gets enthusiastic about too many causes is likely to be a pretty "wishy-washy" sort of person.

____21. What we really need to do in order to combat crime is to crack down with greater law and order.

____22. A family of four on AFDC (aid to families with dependent children) in Milwaukee receives less per year than the U.S. Dept. of Labor estimates a family of four needs to exist in the U.S.

____23. So far, there has been no indication that air and water pollution have actually contributed to disease and deaths.

____24. The average citizen does not belong to organized groups that could bring effective political pressure to bear on government.

____25. To compromise with our political opponents is dangerous because it usually leads to the betrayal of our own side.

____26. The history of the labor-union movement in this country was just as violent as today's civil rights protests.

____27. There may be poor people in America but at least they don't starve.

____28. Thank goodness, there are still rural areas in the United States where there is no air pollution.

____29. Duplication of services in metropolitan areas leads to fragmentation and ineffectiveness of governing agencies.

Please mark each statement according to how much you agree or disagree with it. Please mark every one.

+1 I agree a little	-1 I disagree a little
+2 I agree on the whole	-2 I disagree on the whole
+3 I agree very much	-3 I disagree very much

_____30. When it comes to differences of opinion in politics we must be careful not to compromise with those who believe differently from the way we do.

_____31. The rate of violent crime in large cities is probably no higher than in small towns and rural areas when size of population is considered.

_____32. Black workers with at least one year of college are no more likely to be unemployed than white workers with equivalent education.

_____33. Birth control and pollution cannot be treated as separate issues but must be considered together.

_____34. Property taxes go mainly for property-linked services (streets, sanitation, police protection, etc.)

_____35. In times like these, a person must be pretty selfish if he considers primarily his own happiness.

_____36. Trends indicate that the greatest population growth will be in areas other than the cities since there is more room for expansion in outlying areas.

_____37. Most people living in poverty could change their lives if they would just go out, get a good job, and fix up their homes.

_____38. Even with modern land-fill methods and incineration, disposal of solid wastes (garbage, trash, tires, automobiles), is a major problem.

_____39. Most of the taxes raised in the cities go to support city government with lesser amounts going to support state and federal governments.

_____40. In this complicated world of ours the only way we can know what is going on is to rely upon leaders or experts who can be trusted.

_____41. Even though freedom of speech for all groups is a worthwhile goal, it is unfortunately necessary at times to restrict the freedom of certain political groups.

_____42. Unfortunately, a good many people with whom I have discussed important social and political problems don't really understand what's going on.

WOULD YOU ALSO PLEASE RESPOND TO THE FOLLOWING QUESTIONS?

(check one)

43. How would you rate, in general, your political views and beliefs?

_____1. very liberal
_____2. somewhat liberal
_____3. moderate
_____4. somewhat conservative
_____5. very conservative

44. What political affiliation do you hold?

_____1. republican
_____2. democrat
_____3. independent
_____4. other

45. Please check one:
_____1. Catholic
_____2. Protestant
_____3. Jew
_____4. Other (please indicate_____)

46. Education:

_____1. College graduate (bachelor's degree or above)
_____2. Some college but not a graduate
_____3. High school graduate
_____4. Some high school but not a graduate
_____5. No high school

47. Age:

_____ 1. 25 years and under
_____ 2. 26 - 35 years
_____ 3. 36 - 45 years
_____ 4. 46 - 55 years
_____ 5. 56 years and over

48. Family Income (husband and wife combined)

_____ 1. Under $5,000
_____ 2. $5,001 - $10,000
_____ 3. $10,001 - $15,000
_____ 4. Over $15,001

49. What is the month and day of your birth?

_____

50. What is your Sex?

_____1. Male
_____2. Female

ERIC Clearinghouse
FEB 24 1971
on Adult Education

END